

FACTORS INFLUENCING EMPLOYEE ENGAGEMENT IN AN IT SOLUTIONS PROVIDER: A CASE STUDY OF SMARTWEB COIMBATORE

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Abstract—This research investigates the phenomenon of employee absenteeism, defined as a recurring pattern of absence from work duties. Contrary to the common belief that absenteeism stems from laziness or lack of motivation, this study seeks to uncover a broader range of contributing factors. These include personal challenges, unfavorable working conditions, occupational health concerns, poor workflow planning, inadequate welfare provisions, insufficient training, job insecurity, lack of effective supervisory support, and the absence of a cohesive organizational culture.

The primary aim of this descriptive study is to identify and analyze the key causes of absenteeism within the Indian industrial context. A structured questionnaire was used to gather data from a sample of 109 employees. The collected data was analyzed using statistical methods such as Percentage Analysis, the Chi-Square Test, and Correlation analysis, all conducted through SPSS software.

The research is structured into five chapters. The first chapter presents the research objectives, problem statement, scope, and methodology. The second provides a review of related literature. The third offers a detailed profile of the company and industry under study. The fourth chapter includes conceptual discussions and data analysis, while the fifth chapter concludes the study with key findings, suggestions, and conclusions. Supplementary materials, including the questionnaire and references, are provided in the appendix.

INTRODUCTION

Employee absenteeism is a significant challenge faced by organizations across various industries, as it directly affects productivity, operational efficiency, and overall organizational performance. In the context of manufacturing and food processing industries, where workforce contribution plays a vital role in daily operations, managing absenteeism becomes even more critical.

This study focuses on employee absenteeism at Naga Limited Innovative Foods, a prominent food manufacturing company located in Dindigul, Tamil Nadu. Naga Limited, known for its diverse product range and established market presence, relies heavily on its human resources to maintain quality standards and meet production targets. However, like many industrial organizations, it experiences recurring employee absenteeism, which can disrupt workflow and affect organizational outcomes.

The objective of this research is to identify the root causes of absenteeism specific to Naga Limited Innovative Foods and to explore the various personal, organizational, and environmental factors that contribute to this issue. By gaining a deeper understanding of these causes, the study aims to provide actionable insights and practical recommendations that can help the company implement effective strategies to reduce absenteeism and enhance employee engagement and productivity.

Through the use of structured questionnaires and statistical tools, this research intends to present a comprehensive overview of the absenteeism patterns among employees and offer valuable suggestions tailored to the organizational context of Naga Limited.

OBJECTIVES OF THE STUDY

- To Study the Employee Absenteeism in Naga Limited Innovative Foods Divisions, Dindigul.
- To identify the main reason for absenteeism and to measure the level of absenteeism
- To elicit opinion from the respondents in Naga Limited Innovative foods divisions, Dindigul.
- To find out the major respondents and their reasons for absenteeism.

NEED OF THE STUDY

Absenteeism refers to a recurring or habitual pattern of absence from one's duties or obligations in the workplace. Traditionally, it has been perceived as a sign of poor individual performance and a violation of the implicit psychological contract between the employee and the employer. From this perspective, absenteeism has often been treated as a managerial issue, interpreted largely in economic or quasi-economic terms, with emphasis on its cost implications and impact on productivity. However, more contemporary research adopts a broader and more nuanced view, recognizing absenteeism as a potential indicator of deeper psychological, medical, or social factors that influence an employee's adjustment to their work environment (Alter). This shift in understanding underscores the need for a more holistic approach to addressing absenteeism, one that considers both organizational dynamics and employee well-being.

HYPOTHESIS

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review. You ask a question, read up on what has been studied before, and then form a hypothesis. There are two type of hypothesis

- Null Hypothesis
- Alternative hypothesis

NULL HYPOYHESIS (H0):

There is a significant difference between the recruitment and selection of the employees and the performance of the Employees.

ALTERNATE HYPOTHESIS (H1)

There is no significant difference between the recruitment and selection of the employees and the performance of the Employees.

TOOLS FOR ANALYSIS

The research study has used SPSS Tool (Statistical Package for the Social Sciences) is a software tool used for statistical analysis in social science. It helps users manage data, perform complex statistical tests and generate reports or visualizations. SPSS is known for its user-friendly interface, making it easier for researchers and analysts to interpret data and make informed decisions. Various tools are used in the research which are as follow, Percentage Analysis, Chi – Square

COMPANY PROFILE

NAGA FOOD INDUSTRY is one of the reputed FOOD INDUSTRY that provide a wide range of wheat Flour/Maida all around Tamil Nadu. These Maida and flour are made up of pure wheat that is highly nutritional and healthy in nature. Advanced infrastructure and latest equipment are free from all impurities and are hygienic. These are used in making various food items like breads and biscuits, parottas and pizzas etc. Naga produces its Maida in a variety brand such as Naga, Amman, Perumal, Mercury, Diamond, Kovil, Jupiter, Red Hills, plain Maida and Bubbly Bubbly Maida to cater the various needs of different food segments.

Research Methodology and Research Design

The present study adopts a descriptive research methodology aimed at identifying and analyzing the key factors contributing to employee absenteeism at Naga Limited Innovative Foods in Dindigul. Descriptive research is suitable for studies that seek to portray an accurate profile of events, situations, or individuals, and in this context, it helps in understanding the patterns, causes, and implications of absenteeism within the organization. The research design involves

the use of quantitative methods, with data being collected through a structured questionnaire administered to a sample of 109 employees across different departments. The sampling technique used was simple random sampling, ensuring each employee had an equal chance of being selected, thereby reducing selection bias. Data collected was analyzed using statistical tools such as Percentage Analysis, Chi-Square Test, and Correlation Analysis, facilitated through SPSS software. This systematic approach allows for objective assessment of relationships between variables and provides a strong foundation for drawing meaningful conclusions and practical recommendations.

ANALYSIS AND INTERPRETATION OF DATA

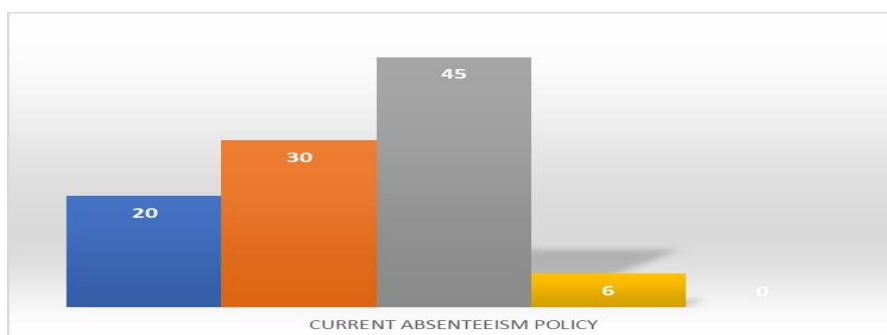
LEAVE OFFERED OF THE RESPONDENTS

LEAVE OFFERED	NO. OF. RESPONDENTS	PERCENTAGE
Casual leave	55	48.1
Medical leave	15	20.2
Privilege leave	11	19.2
Special leave	10	4.8
Other leave	10	4.8
Total	101	100

LEAVE OFFERED OF THE RESPONDENTS



CURRENT ABSENTEEISM OF THE RESPONDENTS



FINDINGS GENDER WITH SATISFACTION LEVEL

Crosstab

Count		satisfactionlevel			Total
		strongly agree	agree	neutral	
gender	male	26	32	8	66
	female	0	0	35	35
Total		26	32	43	101

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.245 ^a	2	.000
Likelihood Ratio	89.028	2	.000
Linear-by-Linear Association	56.015	1	.000
N of Valid Cases	101		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.01.

FINDING

- Approximately 50% of the respondents are female, indicating a balanced gender representation within the company.
- Around 47% of respondents fall within the 31–40 years age bracket, suggesting a mature workforce with potential family and financial responsibilities.
- A significant 72% of respondents are married, which may correlate with increased absenteeism due to family obligations.
- Nearly 48% have completed undergraduate studies, reflecting a moderately educated workforce
- Approximately 32% of respondents are employed in the Production department. This concentration suggests that absenteeism in this area could significantly impact overall operational efficiency.

SUGGESTIONS

- Engaging the employees by providing flexible working hours will help to moderate absenteeism.
- Offering a separate sick leave may help to avoid the employee absenteeism for sickness.

- Providing a pleasant working environment can be reduce employee absenteeism and make sure that employees are glad to come into the workplace.
- To reduce the absenteeism rate the management may provide cash awards for punctuality and regularity.
- Better housing, free medical, and consumer co-operatives stores facilities need to be provided to reduce absenteeism.
- Strict disciplinary action should be taken on the misuse of illness and unauthorized leave.

CONCLUSION

Employee absenteeism is a widespread issue that affects organizations across all sectors and poses a significant challenge to operational efficiency and productivity. Persistent absenteeism can disrupt workflow, delay tasks, and ultimately lead to a reduction in overall output. Therefore, it is essential for every organization to actively address the root causes of absenteeism to support long-term growth and sustainability. In any industrial setting, the active participation and cooperation of employees are crucial for achieving organizational success. Building a strong sense of employee commitment and loyalty is key to reducing absenteeism and enhancing performance. At Naga Limited Innovative Foods, the management's efforts to foster a positive work environment and maintain employee engagement have contributed to the successful operation and steady growth of their food production division.

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